



**DIVERSIFIED ADMINISTRATION
CORPORATION**

To: Members of the Healthcare Exchange Board

From: Diversified Administration Corporation

Date: February 3, 2012

As progress is made in the development of the Insurance Exchanges, we would like to take this opportunity to comment on the Mercer Report and to remind the Exchange Board about Diversified Administration Corporation and our interest in being an option for Exchange members.

My name is Brooks Goodison and I am the President of Diversified. We have been doing business as Diversified Administration Corporation, located at 369 North Main Street Marlborough, CT 06447. We have provided cost effective health plan third party (TPA) administrative services, such as claims processing, enrollment, eligibility, billing, customer service, risk management, as well as comprehensive wellness and disease management services, to self funded employers in the state of Connecticut for the last 45 years.

Diversified's team is dedicated and highly experienced in administering health plan services as evidenced by their average tenure of 19 years in this profession with our organization. We believe that these characteristics will make us an appropriate fit to work cooperatively with Healthcare Exchange Board to continue delivering cost-effective health care within the exchange.

When considering all the moving parts of this process, we respectfully request that the Healthcare Exchange Board keep the option open for TPAs, such as Diversified, to have a place within the Exchange. We would like to have the ability to provide our cost effective services to Exchange customers that are interested. We believe our longstanding commitment and track record in this arena would be well received by the Exchange.

We thank you for the opportunity to present our interest in working with the Exchanges.

I can be reached at the address on this letterhead or at 860-295-0238 ext. 432.

Respectfully,

Brooks Goodison, President